

**Downtown Austin Alliance 2009 Service Plan  
Economic Development Program Area**

<b>Top Priority</b>						
<b>Sub-Area</b>	<b>Program/Projects/Issues</b>	<b>Status</b>	<b>Type</b>	<b>Direct Budget</b>	<b>Timeline</b>	
<b>Development Issues</b>	<b>1. Participate in City of Austin Downtown Plan Process. Monitor "interim" development proposals.</b>	Phase One completed - provided detailed input from staff, priority input from DAA board; DAA board adopted position recommending that new development recommendations be economically modeled and analyzed comprehensively as part of the Downtown Plan, but interim joint affordable housing/density bonus ordinance passed 1/31/08. Working with ROMA and HR&A to provide real market numbers for future modeling. Will participate in Phase Two framework and strategic plan, parks and open space plan, and any district plans in 2009.	A/M		2008-2009	
	Should be driven by economic potential, not design/land use					
	Address issues such as streamlining process, code simplification, FAR, height, I35, publicly-owned land, affordable/workforce housing, Capitol View Corridors,					
	Create funding sources for downtown infrastructure needs (Great Streets, utility relocation, etc.)					
	Ensure result is implementable plan with Council action items					
<b>Secondary Priorities</b>						
<b>Sub-Area</b>	<b>Program/Projects/Issues</b>	<b>Status</b>	<b>Type</b>	<b>Direct Budget</b>	<b>Timeline</b>	
<b>Development Issues</b>	<b>2. Waller Creek Tunnel</b> - Participate in corridor planning; encourage the City to more directly engage private property owners along the creek. Facilitate private participation and leadership	Tracy Atkins is DAA representative on Citizens' Committee. CM Cole met with DAA Parks Committee to brainstorm ideas for fundraising. Follow-up meetings.	A/M		Ongoing	
	<b>3. Public Policy and Advocacy</b> - the committee will continue to form task forces to study and make recommendations on issues, proposed code changes, regulations, development fees, etc., as they arise.	Will form Green Building Task Force when Richard Morgan (Austin Energy Green Building) is ready for public input on possible changes to requirements. Others as needed.	A/M		GB Winter 2009	
	<b>4. New Developments</b> - the committee will consider supporting development projects, and staff will continue to meet with prospective downtown developers.	As approached	A/M		As needed	
<b>Retail/ Entertainment Development</b>	Continue targeted recruitment for Congress Avenue and East/West 6th Street according to now-completed merchandising strategies.	New retailers: Jos. A Bank opened on Congress, Patagonia scheduled opening Fall 08. Retail Consultant has had 3 trips to Austin this quarter meeting with property owners and potential tenants	D	\$ 82,575	Ongoing	
	Austin Children's Museum - continue working to find downtown location	They have announced new site at Mueller, but C. Betts is still in contact.	A		Winter 2009	
	Support Responsible Hospitality Institute process that Sixth Street Austin is leading.	Stakeholder groups being formed	A	\$ 5,000	Spring 2009 & follow-up ongoing	

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	Monitor and advocate for infrastructure to support retail development on E. 6th Street and Congress Avenue.	Working with Austin Water Utility who has identified and are about to bid out needed upgrades, work to be completed end of 2009	A		2008
<b>Public Development as an anchor for Downtown</b>	<b>1. Federal Courthouse</b> - Continue monitoring development and issues such as the transportation/security issues, design and role in Republic Square Park	On hold until funding approved. Not recommended for FY2009 budget, but budget not adopted yet.	M/A		Ongoing
	<b>2. Seaholm</b>		M		November 2007
	<b>3. Block 21</b>	under construction	M		Opens 2011
	<b>4. Green Water Treatment Plant</b>	Chosen team plans to join PID; Trammell Crow representative elected to DAA board of directors	M		2008
	<b>5. Austin Energy Substation &amp; Energy Control Center</b>	"	M		3 years
	<b>6. New Central Public Library</b>	Observing selection process for design team.	M		Start 2010
	<b>7. Brackenridge Hospital</b>	Interdisciplinary program launched - possible UTMB or Southwestern branch medical school under consideration.	M		Ongoing
	<b>8. Travis County Facilities Planning</b>	Met with Commissioner Eckhardt. Plan to monitor Needs Assessment, provide input, and provide forum for public presentation at appropriate time.	M		Phase I through spring 2010
	<b>9. State of Texas Facilities Planning</b>	Work with appropriate policymakers and staff.	M/A		Ongoing
<b>Marketing/Promotion/Retention</b>	<b>1. Office Retention</b> Develop metrics to track for maintaining downtown's competitive advantage. Continue producing downtown vacancy list for buildings under 20,000 sq. ft. every six weeks.	Intern and staff interviewing key stakeholders to determine appropriate data to track and present.	D	Other than staff time, this is included in Communications budget	Planning through 12/2008; implementation of new recommendations starting 2009
	<b>2. Ongoing demographic research and promotion</b> Primarily distributed through downtownaustin.com; development and retail print materials targeted to key audiences. Determine best market and demographic data to collect and distribute. Determine best way to present online.		D		

**Downtown Austin Alliance 2009 Service Plan  
Parks Program Area**

Top Priorities					
Sub-Area	Program/Projects/Issues	Status	Type	Direct Budget	Timeline
Long-Term Planning	Participate in Downtown Parks & Open Space Plan (part of Downtown Austin Plan)	Funded for 2009.	A/M/S		2009
Fundraising	Develop and implement fundraising strategies for plan.	On hold as other funding sources being considered; committee members would help raise funds to implement plans	D/S		2010
Secondary Priorities					
Sub-Area	Program/Projects/Issues	Status	Type	Direct Budget	Timeline
Develop Context and Stakeholders for Historic Squares, to guide planning process	Overall: Support City of Austin Parks Department in long-term lease negotiations with State of Texas for three historic squares.	Met with John Hrcir and former State Preservation Board director Gaye Polan. To follow up with Senator Watson and Rep. Naishtat. CM Cole agreed to present as part of City of Austin Legislative Agenda.	A/M		2009 Session
	1. Wooldridge Square UTSoA completed site study June 2007.	included in downtown parks plan.	A/S		2009
	2. Republic Square Auction Oaks preservation/decking project	APF as lead - gathered board and commission ,Texas Historical Commission support; root mapping, aeration, berm removal. Decking project lacks immediate funding.	A/S		2008-2009
	3. Brush Square Working with Capital Metro, residents, hotels, and other stakeholders. Meet monthly. New SXSW donation to APF to re-sod the park 3/09. AIPP project for Dickinson/O.Henry courtyard. Volunteer work days. Needs to be restored after Capital Metro and SDH construction projects are complete.	Coordination with Capital Metro and other area stakeholders. Considering site for DAA's call for public art that functions as bike racks.	D/A/S		Ongoing
Programming	1. Park Programming Hired Ginny Sanders Creative to create new programs and reach out to potential programming partners; Continue to support Austin Parks Foundation with annual \$25,000 grant and fund ongoing park programming and fulfill contractual agreement of co-sponsoring at least 4 events per year. Explore ways to incubate new and existing programs so that they become sustainable over time.	Spring and fall series of events completed. New partnerships formed for future programs and installations. Planning underway for 100 events to celebrate 100th anniversary of Wooldridge Square. Direct budget also includes grant to Austin Parks Foundation.	D/S	\$53,000	Ongoing
Palm Park	Palm Park- short-term improvements; long-term improvements to be included in Waller Creek Tunnel corridor planning	CoA hired ROMA for WCMP (including Palm and Waterloo Parks). Working with local producers who will produce Springfest (6 weeks of consistent programming) in spring 2010. coordinating with Council Member Cole's office.	A/S/M		24 month planning process once initiate

## Downtown Austin Alliance 2009 Service Plan Security Program Area

Security	Program/Projects/Issues	Status	Type	Direct Budget	Timeline
Overall Goal	To work in partnership with the City of Austin, APD, TABC, the District Attorney's Office, community coalitions/committees, the local social service network and the local judiciary to address public safety issues and to improve public safety downtown.	On-going	A, M, D,S		2009
Supplemental Services/ Advocacy					
1. Policy Development/ Monitoring	Work with local law enforcement agencies, the local judiciary, City Code Enforcement, state agencies and elected officials to develop and implement public policy that addresses key public safety issues resulting in reduced crime and increased safety downtown.	Board & staff to work with various agencies and entities to identify areas where policy change is needed & to advocate for & monitor policy implementation.	A,M		
2. RHI Recommendations	Work with 6th Street Austin, Responsible Hospitality Institute and downtown stakeholders to successfully complete the RHI East 6th Street Entertainment District Hospitality Zone Assessment process and to assure the plan becomes part of the City of Austin's Downtown Plan and the DAA's strategic efforts to improve the E. 6th District.	Board and staff to participate in this process and to effect the security-related components (among others) of the resulting action plan.	A,M,D		Ongoing 2009
3. APD Downtown Tactical Area Command	Work with APD/DTAC and City officials to provide necessary support, advocacy and funding for existing programs and potential new initiatives to reduce crime and improve public safety throughout the PID with specific emphasis on the crime hot-spot within the E. 6th Street Entertainment District and on public order issues affecting Congress Avenue.	DAA staff and Board meet regularly with DTAC Commander, key lieutenants, sergeants, district reps and other community stakeholder representatives to address ongoing and new issues, programs, initiatives and crime trends.	A, M,D		Ongoing 2009

## Downtown Austin Alliance 2009 Service Plan Security Program Area

4. Downtown Safety Camera System	Continue working with APD, all downtown stakeholder groups, City staff and elected officials to advocate and possibly generate funding support for the purchase and implementation of a downtown safety camera surveillance system.	Gained support of 10 key downtown organizations in and supported Chief Acevedo in working with local media announcements. Staff and Board continue working with DTAC officials and others to keep this initiative alive.	A, M, D	Unknown at this time	2009
5. Downtown Rangers	Continue to work with APD to expand and enhance the Rangers program and use of this program as a pre-APD academy training opportunity. Expand program from 9 to 11 full-time equivalent Rangers positions and advocate for APD to fund the cost of at least five additional Rangers Positions in the FY 10 budget.	DAA continues to commit increased budget funding to grow the program and provides office and locker facilities, and necessary uniforms and equipment.	A,M,D	\$465,985	2009
6. Downtown Assistant District Attorney	Continue to commit funding in partnership with the City of Austin and Travis County District Attorney's office to partially fund the Downtown Assistant DA position, and strongly advocate for the continuation of this partnership. Work with this individual to address downtown crime, as well as issues involving property abatement and inappropriate liquor license operators.	DAA has allocated funding in it's FY 08-09 budget for this position and works directly with this person on key downtown crime and public safety issues.	A,MD	\$20,000	2009
7. Monitor Liquor Licensed Establishments	Work with APD, TABC, Code Enforcement, downtown stakeholders and property owners to address issues related to problem liquor licensed establishments. Take actions as necessary to address problems caused by inappropriate liquor license operators.	DAA has ongoing communication with TABC, APD, Sixth Street Austin and property owners regarding problem establishments.	A, M		Ongoing
8. Downtown Austin Community Court	Work with the DACC to assure that the Court is effective in its efforts to address downtown public order issues and the needs of habitual offenders.	DAA staff attend all DACC advisory commission meetings and work with DACC to initiate and coordinate Community Service Restitution projects.	A, M, S		Ongoing
9. Project Recovery	Provide advocacy for and monitor the effectiveness of Project Recovery and work with DACC, MHMR, Travis County Court and Criminal Justice Planning to assure the project continues to effectively address the needs of the habitual public intoxicant population.	Board and staff actively participate in advocacy and program development discussions for Project Recovery.	A,M,S		Ongoing

## Downtown Austin Alliance 2009 Service Plan Security Program Area

10. Austin/Travis County Reentry Roundtable	Support the ongoing work of this community collaboration to improve opportunities for former offenders to successfully reintegrate within the community, to become productive citizens and reduce recidivism.	DAA staff serve on RRT Planning Council. Staff and Board advocate for program implementation and ongoing funding support.	A, M, S		Ongoing
11. Ending Community Homelessness Organizing Committee (ECHO)	Support the work of this collaboration to address the needs of the homeless community and to advocate for increased temporary and permanent supportive housing, and related grant funding, to move people out of emergency shelters and off the streets into housing with services.	DAA staff serve on ECHO committees. Staff and Board advocate for effective services and housing programs.	A, M, S		Ongoing
12. Austin/Travis County Mental Health Jail Diversion Committee	Support the work of this committee to divert offenders with mental health issues into programs with case management, treatment and services appropriate for their needs.	DAA staff serve on MHJD Committee. Board and staff advocate for effective programs.	A, M, S		Ongoing

## Downtown Austin Alliance 2009 Service Plan Maintenance Program Area

Maintenance	Program/Projects/Issues	Status	Type	Direct Budget	Timeline
Overall Goal	Work in partnership with the City of Austin to determine and implement the most effective combination of DAA and City resources to improve the cleanliness and conditions of downtown streets, alleys, sidewalks and amenities, with specific priority being given to Congress Avenue and East 6th Street.		A, M, D,S		2009
Supplemental Services/ Advocacy					
1. Policy Development/ Monitoring	Work with City staff and elected officials to advocate for the development & implementation of local policy(ies) that support improved PID maintenance and regular renewal, reconstruction or replacement of streets, alleys, sidewalks and amenities.	Board & staff to work with City Management to identify areas where policy change is needed & to advocate for & monitor policy implementation.	A,M		
2. RHI Recommendations	Work with 6th Street Austin, Responsible Hospitality Institute and downtown stakeholders to successfully complete the RHI East 6th Street Entertainment District Hospitality Zone Assessment process, to assure effective implementation and to assure that the plan becomes part of the City of Austin's Downtown Plan and the DAA's strategic planning efforts.	Board and staff to participate in this process and to effect the maintenance-related components (among others) of the resulting action plan.	A,M,D,S	\$5,000 (Reserve)	Ongoing 2009
3. Consolidation of Maintenance Services	Follow through with City management to determine the feasibility of implementing the DAA's proposal to consolidate specific maintenance services under the DAA or to develop a mutually agreed upon alternative to this proposal.	DAA Board and staff are working with City management to follow-up on the DAA's existing proposal and to determine an effective funding mechanism to effect such a plan.	A,M,D		2009
4. DAA Maintenance Crew	Staff an in-house maintenance team, with the intention of hiring individuals with barriers to employment, to provide quality litter removal, graffiti removal and sidewalk washing services for the Downtown PID.	Continue staffing 6 person crew. Recommend increasing maintenance staffing by 1-FTE laborer position in DAA FY 09-10.	M,D,S		Ongoing
5. Litter Abatement	Provide efficient litter removal service throughout the PID 7-days per week, year-round (with the exception of holidays). Congress Avenue, E. 6th Street, Second Street District, Convention Center district and the Warehouse District to remain top priorities.	Continue to adjust litter routes to accommodate new downtown development and the changing needs of downtown.	D	\$98,396	Ongoing

Type: A=Advocacy, D=Direct, M=Monitor, S=Social/Partnership

11/4/2008

## Downtown Austin Alliance 2009 Service Plan Maintenance Program Area

6. Litter Cans/Serviceing	Work with City Management & Solid Waste Services to get the Congress Avenue cans replaced and to have service increased from once per day to multiple times per day, particularly at busstops.	DAA staff and Board submitted requests to City management and Capital Metro in October 2008 to address these issues. To continue follow-up until effectively resolved.	A, M		Ongoing
7. Sidewalk Washing	DAA maintenance staff to provide sidewalk washing service two to five days per week to address bird droppings, spills and general dirt. The frequency, timing and location of service is contingent on the seasons, occurrence and location of special events, and service provided by City Solid Waste Services.	Staff continue washing Congress & other key blocks 3 or more days per week.	D	\$97,722	Ongoing
	Provide grant funding to partially fund City Solid Waste Services sidewalk cleaning operations for Congress Avenue and East 6th Street.	This is contingent on whether the City will provide this service and the program they propose.	A,M,D	\$35,000	2009
	DAA to work with City and possibly private contractors to explore and test methods to remove gum from Congress Ave. and E. 6th Street.	This is contingent on the City's program and possibility of DAA managing a private vendor contract for sidewalk washing services.	A,M,D		2009
	Continue working with the Downtown Community Court community service crews to provide additional sidewalk washing services in key areas as often as needed and as feasible for DACC.	DACC crews have provided periodic washing service contingent on the time of year and community service staffing levels.	A, M,S		Ongoing
8. Sidewalk Repair	Identify all necessary sidewalk repairs, including but not limited to replacement of missing pavers, grouting, expansion joints, and utility covers. Report these to the appropriate City department and provide follow-up and coordination with property owners as needed.	To continue following up with Public Works on completing repairs for Congress and E. 6th submitted by DAA in February 2008, and to work with Street & Bridge to identify new priority projects for completion in 2009.	A, M		Ongoing-2009

## Downtown Austin Alliance 2009 Service Plan Maintenance Program Area

9. Sidewalk Landscaping	Identify all landscaping-related needs and request maintenance, repairs and/or improvements as necessary. This may include such items as tree trimming, removal and replacement; replanting & maintaining Congress planters tree wells and tree grates.	Work with PARD and property owners to address sidewalk license agreement issues and to assure needs are effectively communicated and that projects are effectively completed.	A, M		
10. Graffiti Removal	Private Property - Provide prompt, efficient graffiti removal service for all private properties located within the PID.	Removal response time goal is to remove all tags within 24 hours (or less) of the tag being reported.	D	\$29,981	Ongoing-2009
	Public Right-of-Way - Work in partnership with City of Austin's Graffiti Abatement program whereby DAA staff remove tags from public right-of-way in the PID with approval of COAGA supervisor.	Removal response goal is to remove all tags within 24 hours (or less) of the tag being reported.	D		Ongoing-2009
	Utilize the services of the Downtown Community Court's painting crew to maximize and expedite graffiti removal efforts where applicable.	DAA staff to work directly with DACC staff to coordinate painting projects.	A, M, S		Ongoing-2009
	DAA to report all graffiti crimes against private property owners located within the PID to APD detective assigned to graffiti crimes. DAA shall also continue to inform property owners of the proper channels to report graffiti crimes.	DAA staff to work with Downtown Rangers for photographing and reporting graffiti crimes	A, M		Ongoing-2009
11. Downtown Refuse Contract District	Work closely with City Solid Waste Services staff to monitor and assure the effectiveness of the Downtown Refuse Contract District and to maximize current and new recycling/waste management initiatives.	DAA staff communicate directly with SWS staff and participate on task forces to review and make recommendations on new initiatives.	A, M		2009
12. Alley Reconstruction & Repair	Work with the Street and Bridge Department to prioritize and monitor progress on alley reconstruction, patching and other surface repairs.	Priority alleys for reconstruction in CY '09 include 5I, 5G, 9D & 9E	A, M		2009
13. Other Maintenance Issues	Continue to work with City and other stakeholders to address other maintenance issues such as street repairs, sign repairs/replacement, grease/other spills, and others.	Staff to utilize 311 Call Center and direct contact with City departments to address issues as they arise.	A, M, D,S		2009

## Downtown Austin Alliance 2009 Service Plan Streetscapes Program Area

Sub-Area	Program/Projects/Issues	Status	Type	Direct Budget	Timeline
Streetscapes	<b>2. Great Street Advocacy</b>		A, M, S		On-going
	Participate in City's planning process for Great Streets implementation on Brazos.	Major design points resolved. DAA staff will continue to help coordinate communication between COA and stakeholders.	A, M, S		Construction - fall 2009; est. completion - fall 2010.
	Work with developers and encourage Great Street provisions as part of Downtown building projects.	Eleven projects initiated in 2007.	A, M, S		On-going
	<b>3. 2nd Street Redevelopment</b>	DAA staff will continue to help coordinate communication between COA and stakeholders.	M		Construction to begin Q1 2009
	<b>4. Beautification</b>		A, M, S		On-going
	Advocate for change in City's newsrack policy.	City staff working with publishers on details of plan.	A, M, S		Early 2009
<b>5. Wayfinding</b>	Build a strong stakeholder group to participate in the wayfinding project.	No new developments this quarter.	A, S		On-going

## Downtown Austin Alliance 2009 Service Plan Transportation Program Area

Sub-Area	Program/Projects/Issues	Status	Type	Direct Budget	Timeline	
Transit	<b>1. Support Mayor's call for a rail referendum for an intra- and intercity rail system.</b>		A, S			
	Participate in Transit Working Group	DAA represented on TWG. TWG to consider proposals by ROMA and Capital Metro for downtown circulator systems.	A, S		Late fall 2008	
	Identify opportunities to build support for rail initiative.		A, M, S		On-going	
	Coordinate with CAMPO, Envision Central Texas, the Alliance for Public Transportation, and other appropriate groups in efforts to support rail initiative.	DAA representative will serve on group formed by RECA to advocate for local funding options for transportation projects.			Seeking legislative changes in 2009	
	Work with city staff, Capital Metro, and consultants on transit-related elements of the Downtown Austin Plan. Support efforts to develop funding options for transit initiatives.	Hosting City of Austin Transportation Director Robert Spillar at monthly breakfast forum to discuss streetcar financing tools and strategies.			On-going	
	2. Monitor local, state, and federal transportation policies. Support and advocate for policies beneficial to downtown.					
	<b>2. Work with Capital Metro to ensure timely selection of a permanent location for downtown commuter rail station and central transfer facility.</b>	Capital Metro conducting a comprehensive review of its routes and assessing realignment scenarios.		A, S, M		On-going
		Through S&T Committee and the Downtown Growth and Transportation Forum, DAA has offered to assist Cap Met with real estate search, public-private partnership efforts.				On-going
<b>3. Develop a transportation "message" and strategy for communicating it.</b>	A downtown employer survey has been developed. Survey will be used to develop strategies for addressing employees' needs and reducing single-occupant-vehicle use.		A, S		Q1 2009	

## Downtown Austin Alliance 2009 Service Plan Transportation Program Area

	<b>4. Monitor effectiveness of changes to the Dillo system and work to ensure success of the new system</b>			
	Participate in Dillo Marketing efforts.	Marketing task force began meeting in October to prepare for "grand opening" in December.		December 2008 and on-going
	Participate in Capital Metro's Dillo Task Force.	Task Force will meet again in February 2009 to assess effectiveness of changes.	A, S	February 1, 2009
	<b>5. Commute Solutions</b>		M, S	On-going
	Promote commute solutions through employers and property managers using commute survey as tool.	Test surveys complete. DAA staff and APT representatives developing plan for further distribution.		Q1 2009
	Continue to work with Commute Solutions Coalition to encourage alternatives to single-occupant vehicles.	DAA staff and APT representatives have met with CAMPO Executive Director to discuss what is needed to increase the efficacy of the CS program. These stakeholders will continue to develop strategy.		On-going
<b>Access and Mobility</b>	<b>1. Managed Lanes</b>	DAA staff will work with CTRMA consultants to gather information related to the implementation of the managed lanes.	M	December 1, 2008
	Monitor CTRMA progress on plan for MoPac.			
	<b>2. Street Closures</b>		A, M, S	
	Notify property managers and residents of street closures.			Notices in weekly newsletter.
	Work with city staff to improve closure policies that will improve the downtown streetscape, ensure pedestrian safety, and guarantee access to buildings and businesses.	COA has convened a task force to look for ways to improve the street closure ordinance. DAA has a representative on the TF and DAA staff is assisting.	A, M, S	Task force scheduled to meet through mid-December 2008.

## Downtown Austin Alliance 2009 Service Plan Transportation Program Area

<b>Parking</b>	<b>1. Improve Public Perception of Parking Issues</b>		A, M,		
	Expand parking information available to public.	Creating GIS map. DAA intern confirming parking information. Will also incorporate data gathered by Green Water Treatment Plant developers.	S		Summer 2008
	Include parking in downtown wayfinding system.	No new developments this quarter.	A, S		On-going
	<b>2. Public Parking Enterprise</b>		A, M		
	Monitor City proposal to form enterprise, research extant enterprises, and develop DAA position	City Transportation Dept. to adopt Pay-and-Display meter technology. Effort will carry over to make future city garages more efficient.	A, M		2009

## Downtown Austin Alliance 2009 Service Plan Communication Program Area

Sub-Area	Program/Projects/Issues	Status	Type	Direct Budget	Timeline
Communications Strategy	Create communications strategy based on the priorities laid out in the Strategic Plan	Creating basis of plan, will begin creating plan January 2009	A, D	TBD	2009
Message Development and Training	Work with Board and Staff to create and/or update key messages on topics relevant to the Downtown Austin Alliance	Currently going through strategic planning process. Messaging will result from the sessions.	A, M		2008
	Hold annual training sessions for all Board and Staff members to ensure successful delivery of messages.	Will hold session once messages have been solidified.	A		2008
Media Relations	Schedule regular proactive meetings with key media to establish an open dialogue, offer story ideas, resources, etc.	Ongoing	A, M		2008
	Proactively outreach to media with timely information on key issues, relevant topics, events information, etc.	Spoke with media about downtown surveillance cameras, Downtown Austin Plan, Downtown residential market, retail strategy and new downtown retailers, bike rack sculptures, downtown crime, downtown development, etc.	A, M		2008
	Establish a single point of contact within the DAA to respond in a timely manner to media requests.	Lacy LaBorde continues to act as single point of contact for media.	A, M		2008
	Position DAA staff, board and committee members as spokespeople for stories relevant to downtown and the DAA.	DAA staff, board and committee members quoted in more than 20 news pieces during the quarter.	A, M		2008
Speakers Bureau	Create and maintain list of subject matter experts for DAA staff and board members. Post information on DAA Web site and provide to organizations scheduling meetings, speeches, etc.	Continuing to build database	A, M		2008
	Create template presentations for key issues	Continuing to create template presentations.	A		2008

## Downtown Austin Alliance 2009 Service Plan Communication Program Area

Collateral Materials	Draft and distribute regularly-scheduled collateral pieces that focus on key DAA initiatives, downtown events, updates and current events.	Ongoing	D	17,750	
	This Week in Downtown: Weekly email newsletter	Continued using new HTML format, and encouraging organizations to use online tool tool allowing them to submit event info online. Subscriber list grows by at least 1% every week.	A		2008
	Focus: Quarterly printed newsletter	Began planning for Holiday newsletter	D	\$29,000	2008
	Annual Report: Yearly document featuring financial results, accomplishments	Completed annual report in October 2008	D	\$17,500	2008
Web Site	Update Web site with current information.	Continued to update site	D, A, M	\$7,500	2008
	Drive traffic to Web site by including URL on all methods of communication.	Continue to include site in all methods of communication.	A, M		2008
	Research Web site revisions, designs, layout for future modifications.	began considering how the DowntownAustinTv.org website could become the basis of the new DAA website	A, M		2008
Special Events	Manage, host and promote events that enable the DAA to communicate important information about the downtown community to a wide audience. Events to include: Issues and Eggs, Annual Meetings, Impact Awards, Downtown ala Carte	Held Biennial IMPACT Awards and annual meeting, Held one Issues and Eggs: October DowntownTV Website	D	\$61,890	2008
Membership	Continue to create partnerships with large building and property owners to ensure active participation in DAA.	Held 8 meetings with new or existing members to discuss member benefits and downtown issues. Continue to update property owner listings. Received 28 membership renewals and 8 new members during quarter.	S		2008

## Downtown Austin Alliance 2009 Service Plan Arts, Entertainment, Marketing Program Area

Sub-Area	Program/Projects/Issues	Status	Type	Direct Budget	Timeline
Policy	Monitor and advocate for policy that affects downtown	Ongoing process.	A		2008
Collaboration and Advocacy	Act as advocate for downtown cultural and arts organizations and programs	Ongoing process.	A		2008
	Partner with the City of Austin to ensure alignment with and support for goals of the Downtown Austin Plan, the Downtown Arts Development Study and the CreateAustin plan	Worked with City of Austin team to ensure that views of DAA was included in Phase 2 of the Downtown Austin Plan, Hosted CreateAustin team to speak at Arts and Entertainment Marketing Meeting and Issues and Eggs meeting.	A, S		2008
Public Art	Facilitate, advocate for and support the commission and installation of public art	Partnering with AIPP and Art Alliance Austin on potential projects. Launched Bike Rack Sculpture project with AIPP and other stakeholders. Received 45 proposals, chose winning designs on 10/31 for 401, 600 and 816 Congress Ave.	A, S		2008
Holiday Lights	Lead campaign for new Holiday decorations downtown: Fund raising, artist commission, maintenance, installation	Decided on technology and chose vendor. Researched daytime decoration options, worked with Council Member Cole to ensure Austin Energy will fund a majority of the lights. Working through installation logistics with Austin Energy, contractors and City of Austin Right of Way Management.	D	TBD	2008

## Downtown Austin Alliance 2009 Service Plan Arts, Entertainment, Marketing Program Area

Holiday Stroll/Tree Lighting/Sing-Along	Partner with KUT-FM to create a seamless event	Event scheduled for December 6, 2008	S		2008
	Manage Christmas Tree Installation and Lighting	Researching new energy-efficient lighting options and solar panel power for tree. Soliciting sponsorships.	D		2008
	Produce Holiday Stroll along Congress Ave.	Began planning for 2008 event in June. Working with Austin Music Foundation to book performers, Ilios Lighting for event lighting, community volunteers for staffing and Caritas of Austin as charity sponsor.	D, S		2008
Event Sponsorships	Provide financial support for marketing of downtown cultural events	Provided a total of \$26,100 worth of sponsorship funds for the following organizations: Art City Austin, Art from the Streets, Austin Children's Museum, Austin Farmers' Market, Austin Film Festival, Black History Month, Blue Lapis Light, Cinco De Mayo, Dia De Los Muertos, Downtown Austin Neighborhood Association Loft Tour, First Night Austin	A, S, D		2008
	Sponsorships could include: First Night Austin, Farmers Market, Arts City Austin, Others TBD	Chose sponsors for fiscal year. Increased sponsorship budget to \$30,000 for the year. Prespecified sponsorships include: Art City Austin, Art from the Streets, Austin Children's Museum's Community Nights, Austin Farmers' Market, Austin Film Festival, Black History Month, Blue Lapis Light, Cinco de Mayo, Dia De Los Muertos, DANA Loft Tour, First Night Austin.	D		2008

## Downtown Austin Alliance 2009 Service Plan Arts, Entertainment, Marketing Program Area

Downtown Television Series	Possibly produce Season 4 or a variation thereof	Completed production for Season 4, and launched series on October 23. Led creation of Internet interface for viewing of Seasons 1-3, met with several user groups to educate on how to utilize website	D, S	\$200,000 + privately-raised \$250,000	2008
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